

Message Text

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14
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FM AMEMBASSY OTTAWA
TO SECSTATE WASHDC 1063

C O N F I D E N T I A L OTTAWA 3720

E.O. 11652: GDS
TAGS: PINT, PGOV, CA
SUBJ: MP IONA CAMPAGNOLA NAMED NEW MINISTER OF
STATE FOR FITNESS & SPORT

REF: OTTAWA 3705

1. IONA CAMPAGNOLA ON SEPT 14 WAS NAMED MINISTER OF STATE
FOR FITNESS AND SPORT UNDER THE MIN OF NATL HEALTH AND
WELFARE. FOLLOWING IS RELEVANT BIOGRAPHIC INFORMATION.

2. LIBERAL MP - SKEENA. BORN OCT 18, 1932 AT
VANCOUVER, B.C. ED. AT VANCOUVER SCHOOLS AND U.B.C.
EXTENSION DEPT COURSES. MARRIED WITH TWO DAUGHTERS.
WITH SKEENA BROADCASTERS LTD. 1965-74. MEM. BD.
OF SCHOOL TRUSTEES, PRINCE RUPERT 1966, CHAIRMAN
1968-72. ALDERMAN CITY OF PRINCE RUPERT,
1972-74. RECEIVED ORDER OF CANADA, JUNE 1973.
NAMED B.C. BROADCAST CITIZEN OF THE YEAR, 1974. MEM.
TOURIST DEVELOPMENT COMM, PRINCE RUPERT AESTHETIC
AND ENVIRONMENTAL COMM, DOWNTOWN BEAUTIFICATION,
MUNICIPAL INFORMATION SERVICES COMM. AND HOUSING
COMM. FIRST ELECTED TO HOUSE OF COMMONS,
GEN. ELEC. 1974. APPTD. PARL. SECRETARY TO MIN
OF INDIAN AFFAIRS AND NORTHERN DEVELOPMENT, OCT. 1975.

3. COMMENT: CAMPAGNOLA'S ATTRACTIVENESS AND
FEMINITY ARE MISLEADING. SHE IS A TOUGH AND
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NON-NONSENSE MP WHO REPORTEDLY WILL, ON OCCASION,
USE HE LANGUAGE OF A LUMBERJACK FROM HER SPRAWLING

NORTHERN BC CONSTITUENCY. SHE WORKS TIRELESSLY
ON CONSTITUENCY MATTERS AND PRESUMABLY WILL DEVOTE
THE SAME EFFORT TO HER NEW PORTFOLIO. A RECENT
VISITOR TO THE UNITED STATES UNDER THE INTERNATIONAL
VISITORS PROGRAM, MRS. CAMPAGNOLA IS FAVORABLY
INCLINED TOWARDS THE US GENERALLY, BUT CAN BE EX-
PECTED TO TAKE A STRONG CANADIAN NATIONALIST STAND
WHERE SHE FEELS THE CIRCUMSTANCES WARRANT. CERTAINLY,
SHE WILL NOT BACK AWAY FROM CONFRONTATION.
AS PARLIAMENTARY SECRETARY TO THE MINISTER OF INDIAN
AND NORTHERN AFFAIRS, SHE ESTABLISHED A GOOD REPUTATION
WITH THE INDIAN PEOPLE. ONE INDIAN SPOKESMAN
DESCRIBED HER AS "A TRUE FRIEND OF INDIAN PEOPLE."
FROM A WORKING-CLASS FAMILY IN A BC CANNERY COMMUNITY,
SHE IS LARGELY SELF-EDUCATED THROUGH EXTENSION
COURSES. CAMPAGNOLA USES THE "MRS." DESIGNATION
ALTHOUGH SHE IS REPORTEDLY DIVORCED OR SEPARATED
FROM HER HUSBAND.
ENDERS

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Margaret P. Grafeld
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